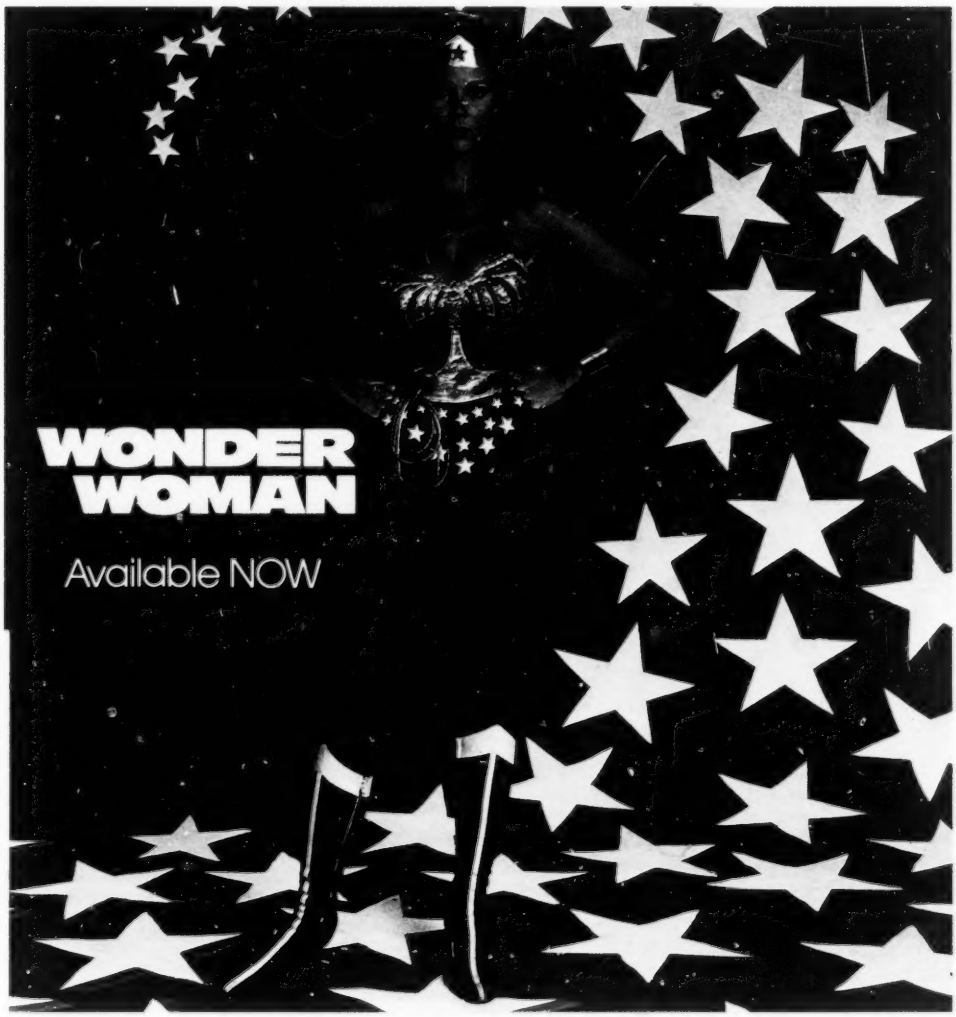
FCC working on 'postcard' renewals □ Segelstein in, WSB-TV out at NBC □ CNN cranking away

Broadcasting Jun 9

The newsweekly of broadcasting and allied arts

Our 49th Year 1980



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The Week in Brief

TOP OF THE WEEK

THE SHORT OF IT ☐ FCC proposes postcard-size renewal form, random IRS-type audits to insure licensee compliance with rules. **PAGE 21.**

RADIO CONSCIOUSNESS-RAISING ☐ NAB boards' chief concern, at meeting in Washington, is impending change in allocations. **PAGE 22.**

UP AND OUT AT NBC ☐ Segelstein is elevated to new position of president of NBC Television, but there's bad news for the network: It's lost prime affiliate WSB-TV Atlanta to ABC. **PAGE 24.**

LAW & REGULATION

LOTTERY TIME AT FCC ☐ The FCC votes to try that system to pick from applicants who appear equal in a six-year-old FM proceeding. **PAGE 30.**

THE RKO DECISION ☐ The staff at the FCC is directed to prepare the final order lifting three licenses. Comments are asked on what to do with 13 remaining outlets. General Tire promises to go to court. **PAGE 30.**

SETBACK ☐ CBS loses another round, this time in an appeals court, in its 10-year-old fight for per-use music licenses. **PAGE 36.**

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PREMIERE PICKS HARRIS ☐ The broadcast-cable operator is named chairman and chief executive officer of the new pay operation. **PAGE 37.**

KM&G ASSAYS ☐ The ad agency predicts CBS-TV will again be prime-time winner next season. **PAGE 37.**

BEST NOT ENOUGH ☐ ABC-TV's *20-20* is top-rated for the week ended June 1, but CBS-TV takes the seven days by half a point. **PAGE 38.**

NEWEST PARTNERSHIP ☐ MGM Film and CBS plan a joint venture in videodisks and videocassettes for the home. **PAGE 40.**

RADIO'S FORMAT LEADER ☐ McGavren-Guild's annual survey of the top 25 markets finds it is adult contemporary. Black, disco and AOR make gains, while progressive, MOR and talk decline. **PAGE 44.**

JOURNALISM

CNN'S DEBUT ☐ The 24-hour cable news service is greeted with positive reaction. **PAGE 48.** The news breaks on opening day let CNN show off its technical stuff. **PAGE 52.**

LOCAL TV AT NATIONAL CONVENTIONS ☐ This year's party gatherings will attract a lot of coverage by individual stations, thanks to satellites. **PAGE 55.**

HEWITT EXPOUNDS ☐ IRTS's "Broadcaster of the Year" says television news should focus more on people and less on politicians. **PAGE 56.**

MEDIA

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BPA-BDA SET FOR MONTREAL ☐ The top promoters and designers will turn out in record numbers for their annual seminars. **PAGE 62.**

CARTER-REAGAN ATTITUDES ☐ The White House incumbent and the man who wants to evict him outline their thoughts about broadcasting in response to NAB questions. **PAGE 67.**

BUSINESS

COX'S SINGLE LIFE ☐ Following termination of the proposed merger with GE, the company makes two-for-one stock split, increases its dividends and names first black to its board. **PAGE 69.**

PROFILE

BPA'S DAWSON ☐ Tom Dawson recalls vividly the first Broadcasters Promotion Association seminar in 1956. So it's fitting that the CBS Radio executive and BPA president will be playing such a pivotal role at this week's seminar in Montreal. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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FANLAN with a "spy team" of freelance investigative reporters.

But first, Schecter adds, Siegel has to get more comfortable in front of the camera before he's given more interview topics to prepare for.

While Schecter talks of his goal to be "on the edge" of issues, the program is getting "lighter," with fewer guests and more time for audience call-ins.

Despite disclaimers, *FANLAN* so far seems most intent on exploring sexual issues.

Soon after its premiere, a local punk rock band surprised the producers by thrice using a short, Anglo-Saxon word for sexual intercourse (one of the "seven dirty words" the FCC has frowned on) before it could be cut off the air. The station apologized. Bennett talked with the producers. "I didn't think it was that big a deal," Siegel told a caller between chats about "threesomes" and Boston's "sexual rating."

Gordon, whose list of upcoming topics include sex surrogates and female impersonators, doesn't believe *FANLAN* is flesh-obsessed.

According to the station, the blend of spider monkeys, gossip columnists and financial writers is working. It reports 8,000 phone-ins on a recent Sunday morning, when the production staff swells to two cameras, and only 10 callers (and no letters) griping about the punk rockers' indiscretion.

It's 4:30 p.m. in the *FANLAN* office. The producers have a brisk dialogue about a segment that morning which Schecter deemed more hype than information.

Gordon has decided to book an author whose work she won't have time to read, and to go ahead with a feature on the history of Crackerjack prizes. Before she considers the weightlifting coach and the musician's demand, she wants to amplify her statement about a segment that aired that morning:

"I felt funny about saying I didn't know what the Cosmic Wimp-Out was. It's a new game craze."

Radio's format leader: adult contemporary

It tops the list in annual McGavren-Guild survey of top 25 markets; black, disco and AOR show gains while progressive, MOR and talk drop

The adult contemporary format emerged in first place in 1979 in McGavren-Guild's latest study of radio programing trends in the top 25 markets.

Marc Guild, director of network research and operations for McGavren, said that on an increasing basis in 1979, stations labeled themselves as "contemporary," and offered the following rationale:

"For example, a disco station may have found the description, 'disco,' conjured up a small demographic slice in some advertisers' minds. In order to correct this, they started to call themselves urban contemporary. In that most of the hits today have a disco beat, it seemed to be a natural union.

"Similarly, a top-40 radio station might be viewed as strictly a 12-24 station, but contemporary expands one's demographic to 12-34 to incorporate the 25-34 upper-income listener without changing the station's programing," Guild said. "It could be used on the older side also. An MOR station is viewed as though its appeal might be 35-54. While this may be the case, a title of adult contemporary broadens the station's demographic image to 25-54."

McGavren's study used Arbitron Radio Reports to compute average share trends

Markets 1-10, men 18+, Mon.-Fri. 6-10 a.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contemporary				12.1	16.3	—	+35
Top 40	14.9	14.5	16.2	9.0	4.3	-71	-53
Disco			1.6	2.8	2.2	—	-22
Mellow			1.7	1.7	1.0	—	-41
AOR			6.2	7.4	7.3	—	- 2
Progressive	5.6	6.3	2.8	1.1	1.0	-82	- 9
MOR	19.6	19.8	15.2	11.6	11.4	-42	- 2
Good music	11.6	11.1	11.3	10.7	11.2	- 3	+ 5
Country	6.4	6.3	5.7	6.0	6.1	- 5	+ 2
News	11.5	15.1	13.7	17.7	17.3	+50	- 2
Black	3.9	3.6	2.7	3.6	4.3	+10	+19
Talk	5.0	5.9	4.3	1.8	1.9	-62	+ 6
Classical	1.4	1.3	1.2	1.5	1.4	NC	- 7
Oldies	2.1	2.1	.7	.5	.6	-72	+20
Spanish			.7	.8	1.4	—	+75
Jazz					.7	—	—
Others	20.1	14.0	16.0	11.7	11.6	-42	- 2

Markets 1-10, women 18+, Mon.-Fri., 6-10 a.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contemporary				13.0	19.0	—	+ 46
Top 40	15.7	16.1	17.2	9.7	4.7	-70	- 52
Disco	—	—	1.6	2.8	2.3	—	- 18
Mellow	—	—	2.1	2.1	1.7	—	- 19
AOR	—	—	3.9	4.4	4.0	—	- 9
Progressive	3.4	3.9	1.6	.5	.5	-85	NC
MOR	18.2	19.7	18.1	12.5	13.1	-28	+ 5
Good music	12.3	11.7	11.9	10.9	11.9	- 3	+ 9
Country	5.4	5.4	4.9	5.3	5.0	- 8	- 6
News	11.3	12.8	11.5	16.0	16.1	+42	+ 1
Black	4.7	4.3	3.3	4.6	4.8	+ 2	+ 4
Talk	6.4	6.7	5.3	2.4	2.5	-61	+ 4
Classical	1.1	1.1	1.0	1.1	1.3	+18	+ 18
Oldies	1.8	1.8	.6	.4	.8	-56	+100
Spanish	—	—	.9	1.2	1.7	—	+ 42
Jazz	—	—	—	—	.4	—	—
Others	19.7	16.5	18.1	13.1	10.2	-48	- 22

Markets 1-10, men 18+, Mon.-Fri. 10 a.m.-3 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contemporary				8.4	16.8	—	100
Top 40	13.1	13.1	13.2	8.5	3.7	-72	- 56
Disco			2.0	3.4	3.3	—	- 3
Mellow			2.5	2.4	1.5	—	- 37
AOR			8.3	10.0	9.8	—	- 2
Progressive	8.6	9.7	3.7	1.5	1.8	-79	+ 20
MOR	12.1	13.1	10.2	7.7	6.9	-43	- 10
Good music	18.9	17.9	16.8	17.4	17.3	- 9	- 1
Country	6.9	6.8	6.0	6.8	7.4	+ 7	+ 9
News	7.4	8.3	7.2	6.7	5.9	-20	- 12
Black	4.9	4.4	3.5	4.2	5.0	+ 2	+ 19
Talk	3.8	3.8	3.2	5.0	5.4	+42	+ 8
Classical	1.5	1.5	1.7	1.7	1.4	- 7	- 18
Oldies	3.5	3.0	.9	.7	.8	-77	+ 14
Spanish			4.2	.6	1.1	—	+ 83
Jazz				—	1.0	—	—
Others	19.2	18.4	20.2	15.0	10.9	-43	- 27

Markets 1-10, women 18+, Mon.-Fri., 10 a.m.-3 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				9.5	18.6	—	+96
Top 40	14.9	13.9	13.7	9.6	5.0	-66	-48
Disco			1.8	3.4	2.6	—	-24
Mellow			3.2	2.7	1.7	—	-37
AOR			4.4	5.0	5.0	—	NC
Progressive	4.5	5.0	2.0	.5	.6	-87	+20
MOR	13.6	13.3	11.2	8.0	7.5	-45	- 6
Good music	24.0	21.0	19.7	20.3	19.4	-19	- 4
Country	6.4	5.8	5.2	6.3	5.7	-11	-10
News	7.8	7.3	6.6	5.9	5.7	-27	- 3
Black	5.6	5.4	3.5	4.2	4.5	-20	+ 7
Talk	5.5	5.4	4.2	6.3	6.7	+22	+ 6
Classical	1.5	1.3	1.4	1.4	1.6	+ 7	+14
Oldies	3.1	3.0	.9	.6	1.0	-68	+67
Spanish			1.0	1.3	1.6	—	+23
Jazz				—	.5	—	—
Others	13.1	18.6	21.2	16.0	12.3	- 6	-23

from market one through 25 for the years 1977 through 1979 covering persons aged 12 and over, Monday to Sunday, 6 a.m. to midnight. For all of these years contemporary in some form or another was the leader, but for 1979 adult contemporary was the favored designation of stations.

To collect the data, the national representative firm sent questionnaires to more than 500 stations in the top 25 markets. There was a return of more than 60% and McGavren conducted telephone interviews with stations that had not responded to the questionnaires.

Adult contemporary posted a gain of 63% in 1979, rising to a share of 19.3 from 12.0 in 1978, the first year this format was introduced. In second place was good music, climbing by 7% to 14.5.

Other formats showing growth in 1979 were news, up 12% to 6.5; black, up 18% to 5.3; disco, up 31% to 3.4 and album oriented rock, up 21% to 9.9.

Formats losing ground in 1979 were top 40, down 44% to a 7.9 share; progressive (rock), down 64% to 0.5; middle-of-the-road, down 27% to 7.1, and talk, down 29% to 2.5.

McGavren also provided data for the top 10 markets on formats by dayparts and major demographic classifications: men, Monday through Friday, 6 to 10 a.m.; women, Monday through Friday, 6-10 a.m.; men, Monday through Friday, 10 a.m.-3 p.m.; women, Monday through Friday, 10 a.m.-3 p.m.; men, Monday through Friday, 3-7 p.m.; teen-agers, Monday through Friday, 3-7 p.m., and teen-agers Monday through Friday, 7-12 midnight.

Among men, adult contemporary or good music formats were dominant, depending on the time period. At 6-10 a.m. and 3-7 p.m., adult contemporary was in the forefront, with 16.3 and 14.5 shares respectively. In the 10-3 slot, among men, the good music format led with a share of 17.3.

A similar pattern prevailed among women. Again, in the 6-10 a.m. and 3-7 p.m. segments, the adult contemporary format held an edge over good music. But in the 10-3 p.m. slot, good music was on top with a 19.4 share.

Among teen-agers, the adult contemporary format was by far the most preferred, chalking up a 27.5 share in the 3-7 p.m. period and a 25.5 in the 7 p.m.-midnight block. Other leading formats among teen-agers were album oriented rock and top-40. Losing ground among teens were middle-of-the-road and country music.

Markets 1-15, total persons 12+, Mon.-Sun., 6 a.m.-midnight

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				120	193	—	+ 63
Top 40	193	195	199	141	79	-59	- 44
Disco			15	26	34	—	+ 31
Mellow			14	14	15	—	+ 7
AOR			61	82	99	—	+ 21
Progressive	72	77	42	14	5	—	- 64
MOR	170	174	139	97	71	-58	- 27
Good music	157	155	149	136	145	- 8	- 7
Country	69	67	73	76	77	+42	+ 1
News	48	52	52	58	65	+35	+ 12
Black	56	50	44	45	53	- 5	+ 18
Talk	35	33	29	30	25	-29	- 17
Classical	16	14	13	13	13	-19	NC
Oldies	11	12	4	2	7	-36	+250
Spanish			16	16	17	—	+ 6
Jazz					6	—	—
Others	173	171	150	130	96	-45	- 26

Markets 1-10, men 18+, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contemporary				75	168	—	+124
Top 40	145	148	120	91	41	-72	- 55
Disco			19	40	35	—	- 12
Mellow			26	22	14	—	- 36
AOR			85	106	100	—	- 6
Progressive	82	95	39	15	15	-82	NC
MOR	141	144	112	84	78	-45	- 7
Good music	165	159	145	146	145	-12	- 1
Country	64	66	60	68	68	+ 6	NC
News	95	98	110	132	115	+21	- 13
Black	46	42	32	40	46	NC	+ 15
Talk	35	43	34	21	16	-54	- 24
Classical	18	16	18	19	19	+ 5	NC
Oldies	28	27	10	08	06	-79	- 25
Spanish			05	07	11	—	+ 57
Jazz					09	—	—
Others	181	162	185	124	114	-37	- 8

Markets 1-10, women 18+, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				84	194	—	131
Top 40	160	164	157	114	54	-67	- 53
Disco			20	41	37	—	- 10
Mellow			32	27	19	—	- 30
AOR			52	65	53	—	- 18
Progressive	48	59	21	7	8	-83	+ 14
MOR	126	139	120	81	83	-34	+ 2
Good music	202	194	176	167	182	-10	+ 9
Country	55	53	50	60	56	+ 2	- 7
News	75	76	69	117	97	+29	- 17
Black	55	52	41	47	49	-11	+ 4
Talk	33	40	33	22	17	-48	- 23
Classical	17	17	16	17	17	NC	NC
Oldies	27	31	09	05	9	-67	+ 80
Spanish			08	10	13	—	+ 30
Jazz	—	—	—	—	6	—	—
Others	202	175	196	136	106	-48	- 22

Markets 1-10, teen-agers, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				67	275	—	+310
Top 40	433	450	353	386	166	-62	- 57
Disco			45	84	87	—	+ 4
Mellow			13	15	10	—	- 33
AOR			150	168	179	—	+ 7
Progressive	135	182	48	11	22	-84	+100
MOR	37	48	29	25	15	-59	- 40
Good music	22	18	20	17	07	-68	- 59
Country	11	18	17	26	04	-64	- 85
News	15	07	11	10	03	-80	- 70
Black	109	105	86	121	116	+ 6	- 4
Talk	06	05	05	03	02	-67	- 33
Classical	03	02	02	01		—	—
Oldies	23	27	08	04	04	-83	NC
Spanish			02	04	12	—	+200
Jazz					02	—	—
Others	206	138	211	58	96	-53	+ 66

Markets 1-10, teen-agers, Mon.-Fri., 7 p.m.-midnight

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary	—	—	—	68	255	—	+275
Top 40	436	464	393	384	173	-60	- 55
Disco	—	—	40	81	73	—	- 10
Mellow	—	—	14	13	9	—	- 30
AOR	—	—	160	191	215	—	+ 13
Progressive	145	192	54	11	19	-87	+ 73
MOR	34	51	28	28	23	-32	- 18
Good music	20	16	13	10	14	-30	+ 40
Country	10	18	14	17	12	+20	- 29
News	24	14	15	12	14	-42	+ 17
Black	82	75	67	104	115	+40	+ 11
Talk	16	10	09	11	13	-19	+ 18
Classical	03	02	02	02	01	-67	- 50
Oldies	18	26	07	04	10	-44	+150
Spanish	—	—	02	05	08	—	+ 60
Jazz	—	—	—	—	03	—	—
Others	211	135	182	59	43	-80	- 27

and last year's. The cancellation came about, he said, because the company handling advance promotion for him was late getting started, and when he saw the list of stations signed up he considered it "a bad mix" of markets, too diverse to be treated in a single seminar.

In his letter to Jennings, Podolsky wrote: "I cannot believe that the self-proclaimed 'broadcast industry's number one sales and management trainer and retail specialist' pulled a no-show!"

Jennings, responding to inquiries, said out of 900 seminars and speeches in the last five years, he had missed one—because of an airline cancellation. "I resent the implication of a no-show," he said.

Solution proposed for Air Time creditors

The creditors committee of the financially beleaguered Air Time Inc. (BROADCASTING, March 26, et seq.) have recommended to creditors that they accept a plan worked out by the committee and officials of the media-buying service.

The agreement provides for 100 cents on the dollar to all creditors under the following stipulations: media billings for which Air Time has yet to receive payment from either advertisers or their agencies will be paid in full within 10 days of receipt of the funds; debts for which Air Time had received funds prior to March 31, 1980, will be paid in full over 18 to 24 months, with interest at the rate of 10% per year from July 1, 1980, out of a fund consisting of all of Air Time's income less operating expenses; creditors with aggregate claims of $1,000 or less will be paid in full upon acceptance of the agreement by the requisite number of creditors, and creditors with claims of $2,000 or under may reduce their claims to $1,000 and accept that amount in full.

The committee said that based on Air Time's present cash flow projections, creditors should be paid in full with interest within 18 to 24 months.

Air Time's liabilities are said to be about $8.7 million. The company has about 750 creditors.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC	3 mo 3/31	$546,893,000	+ 21.0	$24,332,000	- 44	86	$451,607,000	$25,467,000	91
Adams-Russell	6 mo 3/30	16,389,000	+ 21.6	1,100,000	+ 44.5	60	$13,472,000	$761,000	30
Affiliated Publications	3 mo 3/30	47,139,000	+ 12.7	1,495,000	- 10.0	29	41,791,000	1,660,000	32
Associated Communications	3 mo 3/31	1,410,100	*	-184,100	*	-.08	*	*	
John Blair & Co.	3 mo 3/31	52,297,000	+ 22.2	1,982,000	- 16.0	53	42,795,000	2,362,000	64
Capital Cities Communications	3 mo 3/31	106,726,000	+ 18.8	15,111,000	+ 28.1	1.14	89,795,000	11,970,000	87
Cetec Corp.	Year 12/31/79	65,376,000	+ 26.6	1,489,000	+ 47.2	69	51,623,000	1,011,000	47
Charter Co.	3 mo 3/31	1,142,071,000	+115.5	59,045,000	+804.6	2.08	529,772,000	6,527,000	33
Cohu	3 mo 3/31	6,073,484	+ 20.6	239,400	+ 17.0	14	5,034,143	204,502	12
Cowles Communications	3 mo 3/31	3,884,000	+ 15.3	1,323,000	+ 17.0	33	3,367,000	1,130,000	28
Cox Broadcasting	3 mo 3/31	69,470,000	+ 24.4	9,231,000	- 1.6	1.37	55,802,000	9,374,000	1.40
Dun & Bradstreet	3 mo 3/31	282,478,000	+ 35.6	23,147,000	+ 17.9	83	208,388,000	19,627,000	70
Eastman Kodak	12 wk 3/23	2,137,084,000	+ 29.9	215,885,000	+ 9.3	1.34	1,643,984,000	197,487,000	1.22
Gannett Co.	3 mo 3/31	273,429,000	+ 15.3	27,150,000	+ 13.9	76	237,119,000	23,829,000	67
Gross Telecasting	3 mo 3/31	2,714,871	+ 19.3	712,914	+ 39.1	89	2,274,686	512,286	64
Harris Corp.	9 mo 3/28	918,099,000	+ 18.7	56,522,000	+ 18.0	1.87	773,137,000	47,873,000	1.62
Heritage Communications	3 mo 3/31	5,249,218	+ 82.4	403,410	+448.3	13	2,877,088	73,573	02
Interpublic	3 mo 3/31	91,513,000	+ 25.4	1,419,000	+ 15.0	32	72,989,000	1,234,000	28
Jefferson-Pilot	3 mo 3/31	215,661,000	+ 9.0	23,145,000	+ .7.0	1.06	197,745,000	21,612,000	99
Marvin Josephson	9 mo 3/31	28,810,700	+ 0.2	3,192,700	- 27.1	1.24	28,745,300	4,376,200	1.71
Kansas State Network	6 mo 2/29	10,833,000	+ 10.2	3,858,000	+257.2	2.05	9,830,000	1,080,000	60
Knight-Ridder	3 mo 3/31	257,911,000	+ 16.3	19,166,000	+ 17.0	59	221,662,000	16,379,000	50
Lee Enterprises	6 mo 3/31	68,191,000	+ 18.8	6,633,000	- 1.4	92	57,382,000	6,722,000	93
Liberty Corp.	3 mo 3/31	71,148,000	+ 13.7	7,026,000	- 5.9	55	62,521,000	7,471,000	57
LIN Broadcasting	3 mo 3/31	12,889,000	+ 15.2	2,435,000	+ 12.3	88	11,186,000	2,168,000	79
M/A COM	6 mo 3/29	72,596,000	+ 22.2	5,321,000	+ 48.2	58	59,365,000	3,590,000	43
Media General	3 mo 3/31	79,681,000	+ 25.1	6,568,000	+ 38.0	91	63,673,000	4,758,000	64
Meredith Corp.	9 mo 3/31	263,370,000	+ 9.3	17,249,000	+ 39.8	5.54	240,942,000	12,338,000	3.99
Metromedia	3 mo 3/30	107,369,000	+ 12.1	8,300,000	+ 20.5	1.80	95,343,000	6,883,000	1.50
MPO Videotronics	Year 10/31/79	22,838,239	+ 8.6	470,539	- 46.2	86	21,011,176	873,587	1.58
Multimedia	3 mo 3/31	33,898,631	+ 25.6	3,805,720	+ 17.1	38	26,988,279	3,249,428	33
New York Times Co.	3 mo 3/31	170,381,000	+ 17.4	10,853,000	+ 42.0	90	145,117,000	7,641,000	64
Oak Industries	3 mo 3/31	86,368,000	+ 37.6	3,761,000	+112.4	72	62,752,000	1,770,000	46
Ogilvy & Mather	3 mo 3/31	57,835,000	+ 32.6	1,216,000	+ 52.6	29	43,611,000	797,000	20
Post Corp.	3 mo 3/31	17,798,000	+ 20.6	317,000	- 27.3	17	14,749,000	436,000	24
RCA	3 mo 3/31	1,969,100,000	+ 9.8	78,700,000	+ 26.7	89	1,792,100,000	62,100,000	81
Reeves Communications	9 mo 3/31	29,931,000	+ 50.7	2,352,000	+ 80.7	97	19,856,000	1,301,000	57
Rollins Inc.	9 mo 3/31	285,627,186	+ 15.5	21,440,837	+ 18.1	1.59	247,247,235	18,154,808	1.35
Scientific-Atlanta	9 mo 3/31	134,874,000	+ 49.5	8,717,000	+ 63.1	1.79	90,193,000	5,344,000	1.27
Storer Broadcasting	3 mo 3/31	39,523,000	+ 12.6	5,835,000	+ 79.4	54	35,098,000	3,252,000	32
Technical Operations	6 mo 3/29	59,751,000		539,000	- 37.3	39	59,784,000	860,000	64
Time Inc.	3 mo 3/31	664,010,000	+ 23.6	28,307,000	+ 6.3	1.00	536,090,000	26,608,000	95
TOCOM	9 mo 3/29	6,251,000	+ 21.8	-175,081	-167.4	-.06	5,131,000	293,244	10
Transamerica Corp.	3 mo 3/31	1,076,625,000	+ 14.6	58,759,000	+ 1.1	90	938,766,000	58,105,000	88
20th Century-Fox	3 mo 3/29	210,247,000	+ 31.7	29,926,000	+ 56.7	3.66	159,546,000	19,090,000	2.33
Viacom International	3 mo 3/29	31,253,000	+ 28.5	3,025,000	- 23.6	74	24,311,000	3,957,000	1.04
Warner Communications	3 mo 3/31	427,040,000	- 1.9	35,015,000	+ 13.6	1.23	435,144,000	30,818,000	1.16
Washington Post	13 wk 3/30	151,225,000	+ 16.0	3,855,000	+152.3	27	130,317,000	-5,874,000	- 36
Wometco Enterprises	12 wk 3/22	69,303,000	+ 9.0	3,745,000	+ 10.2	42	63,536,000	3,398,000	40
Wrather Corp.	Year 12/31/79	52,410,000	+ 20.7	-1,025,000	-216.0	- 46	43,415,000	883,000	38
Zenith Radio	3 mo 3/31	271,000,000	+ 14.1	6,600,000	+ 78.3	35	237,400,000	3,700,000	20

* Since Associated Communications did not become operational until March 23, 1979, there are no first quarter comparisons.

MGM: Now they are two

Metro-Goldwyn-Mayer Film Co. has been spun off from Metro-Goldwyn-Mayer Inc., and will include the MGM Television Division as well as theatrical film production operations.

The spin-off was approved by shareholders at a meeting May 30. They received one share of the new company for each share of MGM stock held. As part of the separation, MGM's name has been changed to MGM Grand Hotels Inc., which will conduct the company's hotel-gambling operations.

Financier Kirk Kerkorian, who owns about 47% of the two companies into which MGM was divided, was set to make a tender offer for up to 5% more of the newly created film company's stock at $5 per share. He withdrew the offer last Monday when the stock traded at more than $8 per share on the New York Stock Exchange.

Who views?

The attractiveness of television to the most affluent and better educated segments of the population is underscored in a new report issued by the Television Bureau of Advertising.

TVB used a new R.H. Bruskin study and data from the A.C. Nielsen Co. to buttress its contention that television leads all other media in terms of upscale viewers reached and time spent with the medium.

The report shows that 82% of adults in households with incomes of more than $25,000 are reached daily by television, as against 80% for newspapers, 72% for radio and 37% for magazines. With respect to daily time spent by this same demographic group, television totaled two hours and 27 minutes; radio, one hour and 50 minutes; newspapers, 35 minutes and magazines, 20 minutes. Among college graduates, Bruskin found that 82% were reached daily by TV and spent two hours and 12 minutes with the medium as compared with newspapers, 79% and 36 minutes; radio, 71% and one hour and 93 minutes, and magazines, 45% and 29 minutes.

"Television viewing among the more affluent and better educated is at high levels and increasing," commented Roger D. Rice, president of TVB. "This fact is well recognized by many advertisers who are directing part or all of their TV investments at those particular programs which reach their target audiences effectively and efficiently."

Daily reach, adults, $25,000+

	1980	1975
Television	82%	77%
Newspapers	80%	89%
Radio	72%	72%
Magazines	37%	55%

Daily reach, college graduates

	1980	1975
Television	82%	81%
Newspapers	79%	84%
Radio	71%	76%
Magazines	45%	54%

Daily time spent, adults, $25,000+

	1980	1975
Television	147 minutes	115 minutes
Newspapers	35 minutes	37 minutes
Radio	110 minutes	123 minutes
Magazines	20 minutes	29 minutes

Daily time spent, college graduates

	1980	1975
Television	132 minutes	123 minutes
Newspapers	36 minutes	39 minutes
Radio	93 minutes	95 minutes
Magazines	29 minutes	37 minutes

Top 10 network programs—All TV vs. high income households

	Households $20,000+		All households	
	Rating	Rank	Rating	Rank
Tenspeed & Brown Shoe (ABC)	33.0	1	25.2	8
Three's Company (ABC)	30.9	2	28.0	1
ABC Sunday Night Movie (ABC)	30.5	3	22.6	—
Taxi (ABC)	29.8	4	24.6	10
M*A*S*H (CBS)	29.7	5	25.7	6
Fantasy Island (ABC)	29.2	6	24.2	—
60 Minutes (CBS)	28.0	7	25.9	5
Barney Miller (ABC)	28.0	7	22.9	—
Hart to Hart (ABC)	27.8	9	22.8	—
Happy Days (ABC)	27.6	10	24.4	—
Dallas (CBS)	26.9	—	27.0	2
Little House on the Prairie (NBC)	24.1	—	26.8	3
Dukes of Hazzard (CBS)	25.6	—	26.6	4
Real People (NBC)	26.1	—	25.3	7
Big Event (NBC)	26.5	—	25.0	9

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Broadcasting

The newsweekly of broadcasting and allied arts

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Type of Business _____

Title/Position _____

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Signature (required) _____

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(Canadian and international subscribers add $12/year)

☐ 1980 Yearbook $55.00
(If payment with order $50.00)

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Bottom Line

Signed, sealed.... Sale of Columbia Pictures Industries' Spanish Theatrical Film Division to Televicine International Distribution Corp. has been completed, meaning that affiliate of Mexico's Televisa S.A. now takes over Columbia's Spanish-language film library of more than 500 titles as well as subdistribution licensing for films starring classic comedian, Cantinflas.

□

No more travel. ABC Inc. said it had sold its Travel Network Corp. to VAC Vacation America at price that "will result in no material gain or loss to ABC." Price was not disclosed but is believed to be in same range at which ABC acquired unit in 1979—less than $5 million. TNC, franchisor of 139 retail travel agencies, had operating losses in 1979 and first quarter of 1980.

□

Reeves record. Reeves Communications predicts record revenues and income for fourth quarter and year ending June 30. Company says it should have revenues of $14 million for quarter and net income of $1.5 million (about 63 cents a share). For year, it expects revenues of about $43 million and net income of $4 million ($1.60 a share) compared to 1979 figures of $30.5 million in revenues and $2.3 million net income ($1.01 a share).

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

TV application

■ San Juan, P.R.—La Fe del Progresso Broadcasting Corp. seeks ch. 30; ERP 2,630 kw vis., 263 kw aur.; HAAT: 1,301 ft.; ant. height above ground, 196 ft. Address: Calle No. 1, No. 364 Urb. Hnas. Davila, Bayamon, P.R. 00619. Estimated construction cost $180,000; first-year operating cost $66,000; revenue $330,000. Legal counsel Gammon & Grange, Wash. consulting engineer Willis C. Beecher. Principals: Ramon Rodriguez-Nieves. He is Bayamon, P.R. merchant and dairyman. He has no other broadcast interests. Filed Mar. 28.

AM action

■ Price, Utah—DART Inc. granted 1080 khz, 2.5 kw-D. Address: 727 North 3rd East St., Price 84501. Estimated construction costs $92,448; first-quarter operating cost $32,295 and revenue $35,802. Format: standard pop. Principals: James M. Dart (30%) and his wife and children. Dart is manager of book store at College of Eastern Utah. None have other broadcast interests. Action Apr. 11.

FM actions

■ Benton, La.—Benton Broadcasting Corp. granted 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 2600 Jewella Ave., Shreveport, La. 71109. Estimated construction cost $81,080; first-year operating cost $91,000; revenue not relied upon. Format: MOR. Principals: Louis Flanigan, Hilry Huckaby III and William C. Monroe, each 33-1/3%. Flanigan works at *Shreveport Sun*. Huckaby is Shreveport lawyer and employs Monroe. None has broadcast holdings. Action Apr. 14.

■ Amherst, Va.—Dismissed application of Ronald Smith for 107.9 mhz, 3.98 kw, HAAT 1603 ft. Address: 104 Hunter Hill Dr., Hagerstown, Md. 21740. Estimated construction cost $113,500; first quarter operating costs $44,834; revenue $180,000. Format: popular music. Principal is sales rep for WHAG-TV Hagerstown, Md. Action Apr. 14.

FM Licenses

■ WBWB Bloomington, Ind.

■ KYNG Coos Bay, Ore.

■ *WBEK Cherry Hill, N.J.

Ownership Changes

Applications

■ KHIL(AM)-KWCX-FM Willcox, Ariz. (AM: 1250 khz, 5 kw-D; FM: 98.3 mhz, 3 kw)—Seeks assignment of license from Coppertone Communications Inc. to Rex K. Jensen for $340,000. Seller: Burkett H. Wamsley and wife, Elizabeth (48% each) and William Wiseman Jr., (4%). They have no other broadcast interests. Buyer: Jensen owns 52% of KDXT(FM) Missoula, Mont. He is applicant for new FM at Cortez, Colo. Ann. May 29.

■ WLRB(FM) Rehoboth Beach, Del. (FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Marvin Gollub to Resort Broadcasting Ltd. for $326,000. Seller: Gollub owns WMJS(FM) Prince Frederick, Md. Buyer: Gene E. McCoy, Joseph C. Giuliani; and David Schoumacher (one third each); McCoy has real estate interests in Burgettstown, Pa. and Washington. Giuliani is Washington architect and realtor. Schoumacher is anchorman for WJLA-TV Washington. McCoy has 25% interest in applicant for new FM in Mullens, W. Va. Others have no other broadcast interests. Ann. May 29.

■ WSBR(AM) Boca Raton, Fla. (AM: 740 khz, 1 kw-D DA-2;)—Seeks transfer of control of station from Burbach Radio Inc. (100% before; none after) to Howard J. Kotlicky (none before; 100% after). Consideration: $500,000. Principals: Robert H. Burstein (45%), John L. Laubach Jr. (30%), D. Larry Deitch (15%) and Estate of Thomas F. Fleming Jr. (10%). Burstein and Laubach have, in separate partnership, purchased, subject to FCC approval, WXIL(FM) Parkersburg, W.Va. (BROADCASTING, May 19). Others have no other broadcast interests. Kotlicky is Boca Raton, Fla. investor with no other broadcast interests. Ann. May 29.

■ WPOM(AM) Riviera Beach, Fla. (AM: 1600 khz, 1 kw-U)—Seeks assignment of license from Riviera Broadcasting Corp. to L.J. Communications for $1.05 million. Seller: Eugene Bartoli (66.7%) and Alan Kornish (33.3%). They have no other broadcast interests. Buyer: La Marr J. Jackson (61%), Garth C. Reeves (17%), Vincent A. Henry (16%) and William C. Jones (6%). Jackson is affirmative action co-ordinator for Monroe (N.Y.) county government. Reeves is president, publisher and principal owner of *Miami Times*. Henry is student in Philadelphia. He is son of Ragan Henry who is president and principal owner of Broadcast Enterprises National, group owner of five AM's, three FM's and one TV. Jones is Midlothian, Va., physician. Jackson is director and less than 1% stockholder of Post Corp., Appleton, Wis.-based group owner of two AM's, one FM and five TV's. Jones is 2.3% owner of Broadcast Enterprises National. Ann. May 29.

■ WRAJ-AM-FM Anna, Ill. (AM: 1440 khz, 500 w-D; FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Anna Broadcasting Co. to Union Broadcasting for $300,000. Seller: Donald C. Michel who has no other broadcast interests. Buyer: Eugene F. Stratemeyer (51%) and wife Charlene (49%). They own Metropolis, Ill. farm and farm service company which sells agricultural related supplies and equipment. They have no other broadcast interest. Ann. May 29.

■ WNON(FM) Lebenon, Ind. (FM: 100.9 mhz, 3 kw)—Seeks assignment of license from Boone Communications Inc. to Broadcast Communications Inc. for $264,000. Seller: Warren Wright (51%) and wife, Vivian (49%). They have no other broadcast interests. Buyer: James T. Morris, James B. Mathis and Emmett E. DePoy (21.5% each) and 5 others with less than 10% each. Morris is vice president of Lilly Endowment, Indianapolis. Mathis and Depoy are vice presidents and 33.33% owners of WFBM(AM) Noblesville, Ind. Buyers have no other broadcast interests. Ann. May 29.

■ WKDJ(FM) Winchester, Ky. (FM: 100.1 mhz, 3 kw)—Seeks transfer of control of WKDJ Inc. from William Potts, Noah Daniel, Bob Walcott and Richard Albright (100% before; none after) to William H. Hodgekin, Robert L. Rose and William Caywood (30% each) and Arthur Walson (10%) (none before; 100% after). Consideration: $31,000. Principals: Transferors each own 25% of station. Potts is 25% owner of WSLV(AM) Ardmore, Tenn. Albright is 25% owner of WDKN(AM)-WTNQ(FM) Dickson, Tenn. and 25% owner of WSLV. Daniel and Walcott have no other broadcast interests. Hodgekin is Clark County, Ky., banker. Rose is Winchester attorney. Caywood is with sales dept. of WTVQ-TV Lexington, Ky. Walson is Clark County court clerk and realtor. They have also purchased, subject to FCC approval, WWKY(AM) Winchester, Ky. Ann. May 29.

■ KNOC(AM)-KDBH(FM) Natchitoches, La. (AM: 1450 khz, 1 kw-D; FM: 97.7 mhz, 3 kw)—Seeks transfer of control of Natchitoches Broadcasting from B. Hillman Bailey Jr. (50% before; none after) to Robert Burk, Karl Bailey and David Bailey (50% before; 100% after). Consideration: $200,000. Principals: B. Hillman Bailey is father of transferees Karl and David. He has no other broadcast interests. Three transferees are employed at station and have 16.66% stock ownership interest each. Subsequent to transaction each will own one third of station. Burk is commercial manager and supervisor of sales/accounting. Karl Bailey is stations manager and director of engineering. Brother, David is vice president, sales. They have no other broadcast interests. Ann. May 29.

■ WJBQ-FM Scarborough, Me. (FM: 106.3 mhz, 3 kw)—Seeks assignment of license from Greater Portland Radio Inc. to Dirigo Communications Inc. in exchange for WDCS(FM) Portland, Me. Seller: Marjorie Bride (51%) and husband, John (49%). They also own WJBQ(AM) Westbrook, Me., and WMBA(AM) Ambridge, Pa. John owns 20% of WAZE(AM) Clearwater, Fla. Buyer: Frederic A. Miller (100%). He owns WCAS(AM) Cambridge, Mass., and is permittee of WDCI(AM) Gorham, Me. Ann. May 29.

■ WMSA(AM) Massena, N.Y. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Johnson Newspapers Corp. to 1340 Broadcasting Corp. for $210,000. Seller: Watertown, N.Y.-based publisher/group owner which is liquidating its broadcasting holdings. It has sold, subject to FCC approval, WWNY(AM) Watertown, N.Y., to same buyer (BROADCASTING, Feb. 25). It also owns WWNY-TV Carthage, N.Y. John B. Johnson is president and principal owner. Buyer: McCaffrey and McCall Inc., employee owned New York-based advertising company. David B. McCall is chairman and 37% owner. It has no other broadcast interests. Ann. May 29.

■ WDXY(AM) Sumter, S.C. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from TAGR Corp. to Dailey and Reich for $493,000 including $175,000 for consulting and noncompete agreements. Seller: Carter C. Hardwick Jr. (75%) and Harry Fogel (25%). Hardwick has no other broadcast interests. Fogel owns WINH(AM)-WGMB(FM) Georgetown, S.C. and has sold his interest (38.5%) in WLSC(AM) Loris, S.C. (BROADCASTING, Mar. 24). Buyer: Calvin E. Dailey Jr., and Raymond F. Reich (50% each). They own and operate WLIT(AM) Steubenville, Ohio. Dailey is applicant for new FM in Ripley, W.Va. Ann. May 29.

■ WENR(AM) Englewood, Tenn. (AM: 1090 khz, 1 kw-D)—Seeks assignment of license from Winner Broadcasting Co. to Mel-Lin Inc. for $149,000. Seller: Sidney R. Kean and wife, Mary Sue (50% each). They have no other broadcast interests. Buyer: Lawrence R. Picus (100%) Picus is principal owner of company that has 49% ownership interest in WOBS(AM) New Albany, Ind. He owns 100% of WFNE(FM) Forsyth, Ga. Ann. May 29.

■ KTUE(AM) Tulia, Tex. (AM: 1260 khz, 1 kw-D)—Seeks assignment of license from Cardiff Broadcasting Co. to JMcC Broadcasting Inc. for $165,000. Seller: Cardiff Industries, publicly owned publishing and cable TV company, which owns KRDF-FM Spearman, Tex., and is applicant for new FM in Tulia, which it will withdraw upon FCC approval of instant transaction. V. L. Patterson is president. Buyer: Jimmy R. McClendon. He owns farm machinery repair co. and movie theater, both Tulia. He is applicant for new FM in Tulia. Ann. May 29.

■ KNTO(FM) Wichita Falls, Tex. (FM: 103.3 mhz, 100 kw)—Seeks assignment of license from Wichita Radio Corp. to Sunshine Radio Co. for $300,000 ("distress sale"). Price may decrease, pending completion of appraisals to meet 75% fair market price prescribed for "distress sale" conditions. Seller: Max M. Leon who has no other broadcast interests. Buyer: Minority controlled corporation owned by Karen Dorsey (50%), Christine Stonbely and Anthony S. Brandon (16.67%)